

Summer 2001 Residential Conservation Behavior Preliminary Findings from a Sample of Southern California Edison Households

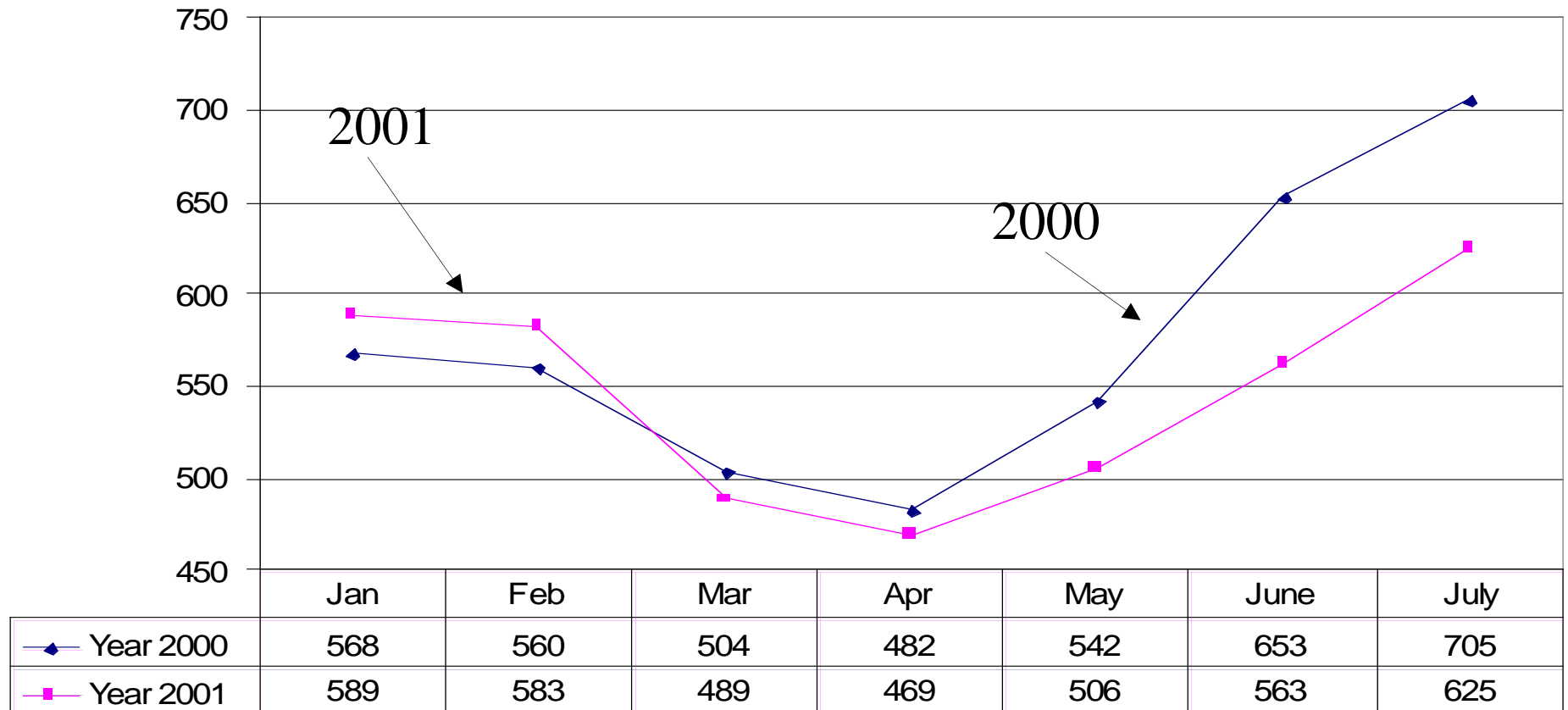
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October 12, 2001

Preliminary Results -- Do Not Cite

Average kWh Consumption by Month

Sample of 329 SCE Residential Customers

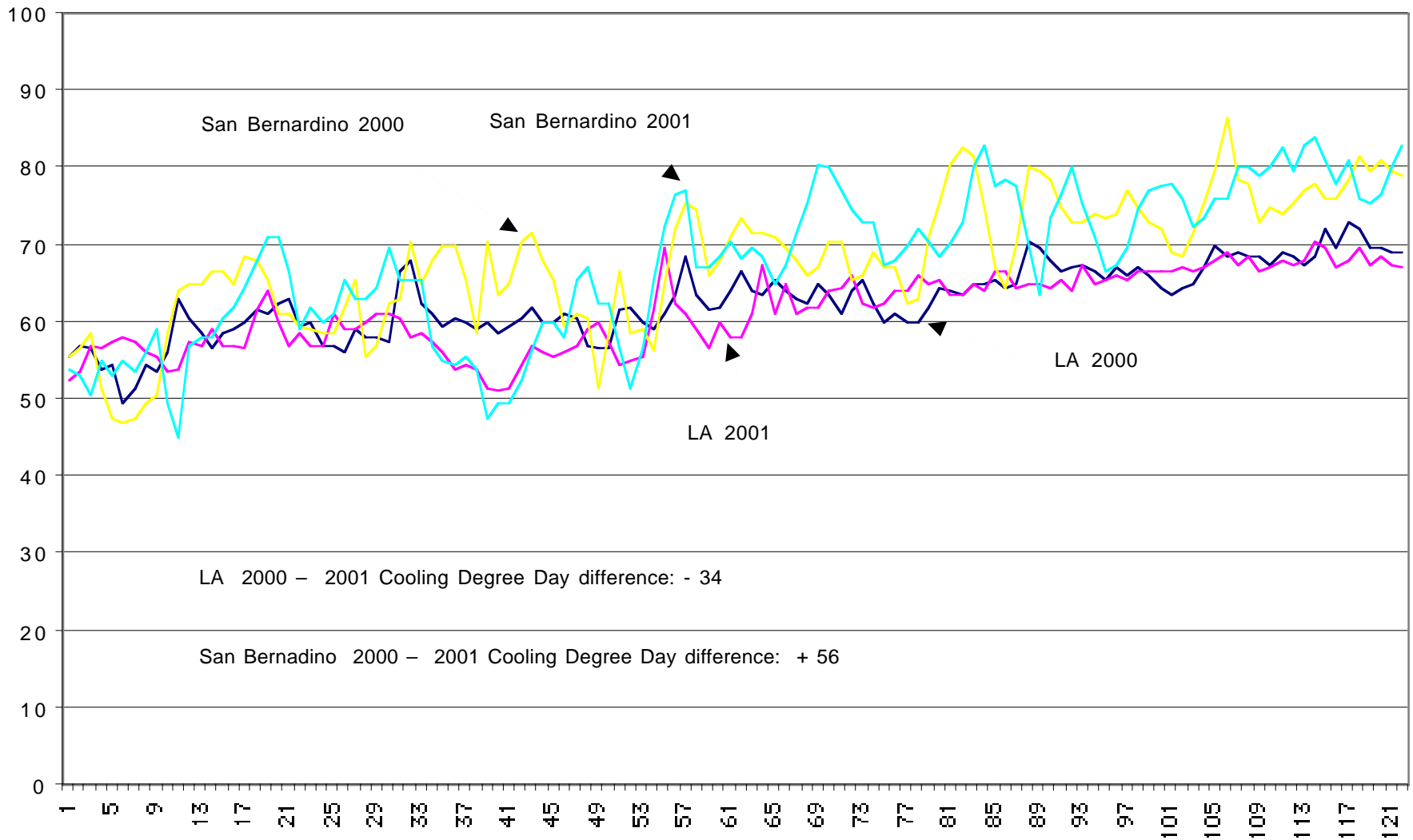


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2000/2001 March-June Average Temperatures

degrees F



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Cooling Degree Days: 2001 - 2000

	<u>2000</u>	<u>2001</u>	<u>difference</u>
Los Angeles	119	84	-35
Burbank	330	341	11
San Bernardino	624	680	56
Fresno	710	872	162

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Since the beginning of this year,
how much have you been thinking
about the effects of the energy
situation on you, your family or
friends?

A lot	56%
Some	28%
A little	13%
Not at all	3%

Have you made any
changes over the past
year in the ways that you
use energy?

Yes	83%
No	17%

Which of the following best describes why
you haven't made any changes?

Not aware of how to change energy use	5%
Don't see a reason to change anything	15%
Energy use is already low	60%
Don't pay the bills	0%
Other	20%

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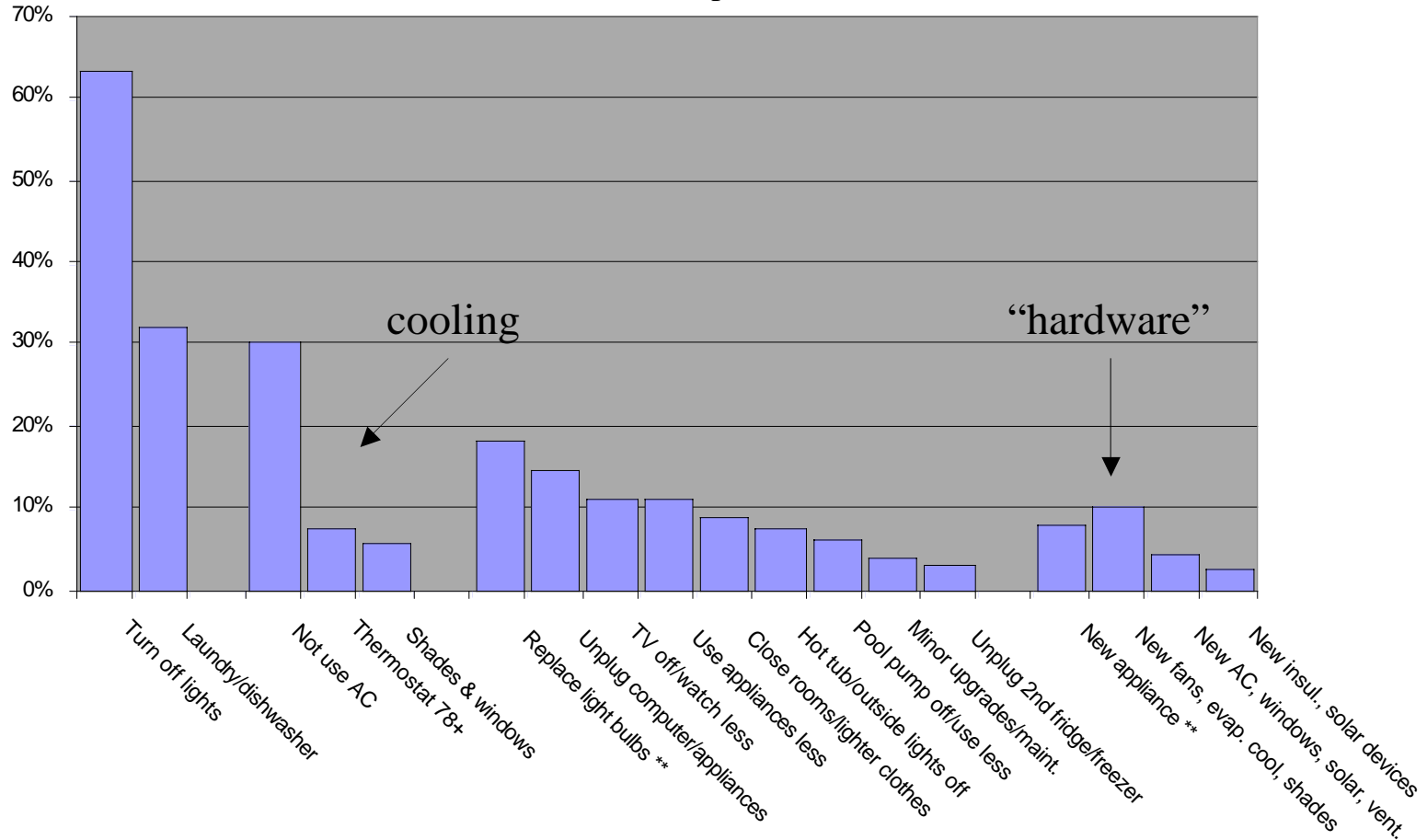
. . . a list of reasons that some people give for using less energy. How important is each one for you?

"Very Important"

Keep electricity bills down	81%
Qualify for utility rebate	36%
Do your part to help California through a difficult time	70%
To try to avoid blackouts	79%
To use energy resources as wisely as possible	76%
To protect the environment	64%
To stop energy suppliers from overcharging	78%

Household Conservation Actions

SCE Residential Customer Sample



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Preliminary June 2000 vs. June 2001 kWh Consumption and Conservation Rates
(Southern California Edison Survey Sample — Incomplete 10/8/01)

Consumer	Subgroups	% of HHs	Average kWh per mo 2000	Average kWh per mo 2001	Average kWh change	Average % Change	% of SCE residential usage 2001	% of SCE residential savings
20%+	increase	13%	540	840	300	56%	18%	
10-20%	increase	6%	600	690	90	15%	7%	
0-10%	increase	11%	465	480	15	3%	9%	
0-10%	decrease	19%	630	600	-30	-5%	19%	5%
10-20%	decrease	20%	810	690	-120	-15%	23%	22%
20%+	decrease	30%	750	480	-270	-36%	24%	73%

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Persistence ?

73% say that they are “very likely” to continue doing everything that they are doing now, assuming that the situation remains about the same.

Overall, do you think that the things you've done to reduce your energy use have . . .

Significantly decreased the quality of your life	2%
Made you somewhat less comfortable	26%
Had no serious effect	55%
Possibly improved your quality of life	15%

Assuming that you could do anything you like, are there energy-related purchases or home improvements you would like to make?

Yes	47%
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Are there things that people are saying you should do to conserve energy that you would NOT do on a regular basis?
(e.g., drying your clothes on a clothes line or increasing your AC temperature)

Yes	16%
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Are you aware of any local programs to encourage energy conservation?

Yes 23%

If "yes," have you participated in any of these programs in the past year?

Yes 27%
(6% of total)

Can Californian's retain their lifestyle and the state's energy problems can still be solved, OR must Californian's make real changes in their lifestyle in order for the state's energy problems to be solved?

can maintain lifestyle	36%
must make real changes	56%
don't know	8%

Are any of your appliances or your heating or air conditioning equipment old enough that you might replace them in the not-too-distant future?

Yes 34%

Which ones?

Dishwasher	8%
Clothes washer	12%
Clothes Dryer	13%
Refrigerator	29%
Central AC	29%
Furnace	23%
(others)	

May we contact you again later in the year or next summer to find out if anything has changed?

Yes 90% (name & address supplied)